

MONTANA

OFFICE OF TOURISM

TOURISM ADVISORY COUNCIL

BIG SKY RESORT

1 Lone Mountain Road, Big Sky, MT 59716

OCTOBER 5 – 7, 2009

Persons may address the Tourism Advisory Council in person at the Big Sky Resort, 1 Lone Mountain Road, Big Sky MT. Persons may address the Council on any matter listed on the agenda by contacting Stan Ozark, TAC Chair, before the item is considered. Matters not listed on the agenda may be addressed during the public comment period provided upon reopening of the agenda after lunch. Further information related to each agenda item, if any, can be obtained by contacting Carmen Levick, Montana Office of Tourism, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email CLevick@mt.gov.

COMMITTEE MEETING SCHEDULE

All committee meetings are open to all Region and CVB representatives, the entire Tourism Advisory Council and the public.

MONDAY, October 5, 2009

- 12:00 – 1:50 **Tourism Research/Public Awareness Committee – Lamar/Gibbon Room, Yellowstone Conference Center**
--Rhonda Fitzgerald – Chair, Cyndy Andrus, Sandra Cahill, Ed DesRosier, Bill McGladdery, Dolores Plumage, Paul Tuss, Jackie Yellowtail, Sarah Bannon, Robin Hoover, Marne Hayes, Sara Rowe, Carol Lindseth, John Laney, Barb Neilan, Jan Metzmaker, Katy Peterson, Sarah Lawlor, Norma Nickerson
- 2:00 – 2:50 **Regulations Committee – Dunraven/Obsidian Room, Yellowstone Conference Center**
--Ramona Holt – Chair, Bev Harbaugh, Amber Wood-Jensen, Sandy Watts, Racene Friede, Carla Hunsley, Gayle Fisher, Joan Kronebusch, Marysue Costello, Anna Marie Moe
- 3:00 – 4:00 **Audits & Applications Committee – Dunraven/Obsidian Room, Yellowstone Conference Center**
--Ramona Holt – Chair, Bev Harbaugh, Amber Wood-Jensen, Sandy Watts, Anna Marie Moe
- 4:00 – 4:30 **Site Selection Task Force – Lamar/Gibbon Room, Yellowstone Conference Center**
--Bev Harbaugh – Chair, Sandra Cahill, Ed DesRosier, Dolores Plumage, Jim Schaefer, Mike Mergenthaler, Dori Muehlhof, Anna Marie Moe
- 4:00 – 4:30 **TIIP Grants Task Force – Dunraven/Obsidian Room, Yellowstone Conference Center**
--Cyndy Andrus – Chair, Ramona Holt, Paul Tuss, Amber Wood-Jensen, Victor Bjornberg
- 4:30 – 6:00 **TAC Executive Committee – Summit Dining Room, Summit Hotel**
--Stan Ozark – Chair, Cyndy Andrus, Rhonda Fitzgerald, Bev Harbaugh, Ramona Holt, Betsy Baumgart, Anna Marie Moe

6:00 -- ?? **Meet and Greet TAC Members – No host get together –Chet's Bar & Grill, Huntley Lodge**

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FINAL AGENDA

TUESDAY – October 6, 2009 – Talus Room, Summit Hotel

- 7:15 **New Member Orientation Breakfast – Carabiner Restaurant**
--Stan Ozark – Chair, Kim Holzer, Ramona Holt, Jackie Yellowtail, Sandy Watts, Betsy Baumgart, Anna Marie Moe
- 8:30 – 8:35 **Call to Order, Introductions, Unfinished Business**
--Stan Ozark, Chair
- 8:35 – 8:40 **Consent Agenda**
All matters listed hereunder collectively constitute a consent agenda, and will be acted upon by a vote of the Council. The motion for adoption of the consent agenda must receive unanimous approval. Items on the consent agenda may be read by title only, except upon the request of a member of the Council or the public, in which event the matter shall be removed from the consent agenda and considered as a separate item. No debate is allowed on the consent agenda or on any item included in it.
- Action Item
1. Approval of February 3 – 4, 2009 TAC Meeting Minutes
 2. Approval of June 1 – 3, 2009 TAC Meeting Minutes
- Information Items
3. Historic Preservation Competitive Grant Program
- 8:40 – 8:45 **Nominating Committee Report/Election of Officers**
--Amber Wood-Jensen, Chair
- Election of Chair and Vice Chair
- 8:45 – 10:00 **Montana Office of Tourism Update**
--Betsy Baumgart, Montana Office of Tourism Administrator
- Staff Update
 - Montana Film Office (MFO) Update
 - Film Office Location Brochure
 - Montana Office of Tourism Update
 - Publications
 - 2009-2010 Winter Guide

- Jackrabbit Reservation System Report
- U.S. Travel Association Travel Leadership Summit Report
- Revenue Reports
 - Tourism trends and forecast
- ITRR Preliminary Summer Research Data Report
--Dr. Norma Nickerson, ITRR Director

10:00 – 10:15 **Break**

10:15 – 11:30 **Consumer Advertising**

- Katy Peterson, Consumer Marketing Manager
- Warm Season Campaign Updates
 - Winter Campaign Overview

11:30 – 12:00 **Discussion with Area Legislators**

- Tourism Speaks Presentation, Cyndy Andrus

12:00 – 1:00 **Lunch – Peaks Restaurant – Summit Hotel (cost is \$6)**

(12:00 – 12:10 – Region/CVB Directors – bring your calendars to schedule the Fall Region/CVB meeting)
Video—Historic Crail Ranch

1:00 – 1:15 **Public Comment** on issues relevant to Council jurisdiction but not on the agenda

1:15 – 2:30 **Transportation Challenges & Opportunities**

--Jim Lynch, Montana Department of Transportation Director

2:30 – 2:45 **Tribal Tourism Update**

2:45 – 3:00 **Break**

3:00 – 4:30 **Essential Understandings Regarding Montana Indians**

--Mike Jetty, Indian Education Specialist, Montana Office of Public Instruction

4:30 – 5:00 **Committee Reports by Respective Chairs**

- Audits & Applications Committee – Ramona Holt, Chair
- Region/CVB Audit recommendations
 - New Project recommendations
- Regulations Committee – Ramona Holt, Chair
- Regulations revision recommendations
- Tourism Awards/Site Selection Task Force – Bev Harbaugh, Chair
- February 2011 meeting location recommendation
- TIIP Grants Task Force - Cyndy Andrus, Chair
- TIIP Grant recommendations
- Special Event Grants Task Force – Rhonda Fitzgerald

5:00 **Recess**

5:30 – 7:30 **Reception – Gallatin River Gallery**

Transportation to Meadow Village Center provided. Hors d'oeuvres and beverages served.

Sponsors: *Big Sky Chamber of Commerce, Big Sky Convention and Visitors Bureau, Yellowstone Country.*

WEDNESDAY, October 7, 2009 – Talus Room, Summit Hotel

- 8:30 – 9:00 **Executive Committee Report**
--Stan Ozark, Chair
- Tourism Charter
 - Strategic Plan – TAC Actions & Reporting
- 9:00 – 9:30 **Macro view of Region/CVB Marketing Plans**
--Cyndy Andrus
- 9:30 – 10:00 **Tourism Research/Public Awareness Committee**
--Rhonda Fitzgerald, Chair
- Proposed FY11 research projects
 - Committee recommendations for future research
- 10:00 – 10:15 **Break**
- 10:15 – 11:15 **Montana Public Land Values and Designations**
--Gloria Flora, Sustainable Obtainable Solutions
- 11:15 – 11:45 **Geotourism Discussion**
--Cyndy Andrus
- 11:45 – 12:00 **New Business**
- Suggest future speakers
 - Committee sign up
- Next Meeting**
- February 7-9, 2010, Best Western GranTree, Bozeman
- Adjournment**

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

The Montana Office of Tourism makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in state government. Persons needing accommodations must notify Carmen Levick no later than September 25, 2009 to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request.